

RJ REYNOLDS

TOBACCO COMPANY

March 5, 1997

RJR Account #315288

Mr. B. Grismore
DOWLINGS, INC.S. R. MacLeod
Region Operations Mgr160 Lawrence Bell Drive
Suite #100
Williamsville, NY 14221
(716) 634-8232
Fax (716) 634-8148APRIL DORAL BOX 100 BIG1F / PROMOTION #700447

Dear Bud:

DORAL BIG1F pre-sleeved product has been ordered (see quantities listed below), as well as 185 skus of 4-carton displays (item #526424) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (GM) Cases

BIG1FSTYLEUPC Code

13

Full Flavor Box 100

12300-23993

13

Light Box 100

12300-23994

Product PO # 4191A; Displays PO # 4191BProduct / Premium Arrival:March 31, 1997Ship Date to Retail:Week of: April 7, 1997SKU CUBE:

0.2618

SKU WT (w/o Product):

0.7600 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:~~\$1,588.22~~ 1732.03Non-EFT \$ Amount:

N/A

Attention
Lucy

7075-2903

51862 3696